

ABSTRACT OF THE DISCLOSURE

A water-based ink comprising a colorant and a water-insoluble polymer having at least two hydroxyl groups at its end; a water-based ink comprising a water-insoluble polymer having an ionic group at its end and a pigment; and a process for preparing a water-based ink, comprising dissolving a water-insoluble polymer having an ionic group at its end or at least two hydroxyl groups at its end in an organic solvent; adding a pigment, water and a neutralizing agent, and optionally a surfactant to the resulting solution; kneading the mixture to form a paste; diluting the paste with water as occasion demands; and distilling off the organic solvent to make it into a water-based system. The water-based ink can be suitably used for printers for inkjet printing.